

Members and non-members alike prefer to call the Houston CPA Society office to inquire about upcoming continuing education programs rather than go on the web and research the answer to their questions and register for programs on-line. These same people ask that registration forms be faxed to them for completion to return via the Postal Service with a check. Requiring written consent to send a registration form would be very onerous as often times receipt of the forms is very time sensitive. As the Houston CPA Society, we consider the CPA community of professionals our customers. Being able to fax and email business communications to these professionals is a tremendous positive financial benefit to us as a nonprofit association. To require written consent in order to be able to fax communications to our customer base would have an extreme negative financial impact on our "bottom line".

Nancy A. Rutledge
Executive Director
Houston CPA Society